

spring 2014

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LIFE'S CONNECTIONS DAKOTA CENTRAL TELECOMMUNICATIONS



A look at one of Orr's action sales.



A birds-eye view of Orr's large facility south of Jamestown on Highway 281.

Business Spotlight: Orr Auctioneers

Some may think that Orr Auctioneers is just a plain old auctioneering and clerking business; however, it is far from ordinary. What defines the business is their innovative use of technology and of course, family. In 1971, Cliff Orr and his wife Valeria established Orr Auctioneers, and now have the help of their sons Troy and Darron and their wives Beverly and Barb. From six sales in the first year, to building a new facility in 2009, to being named the 2013 Business of the Year by the Jamestown Area Chamber of Commerce, the once small auctioneering business has come a long way!

There are many things that set Orr's apart from the typical auctioneer business. One of those things is that they host large-scale consignment auctions on site, instead of traveling to farms and homes like most auctioneers. In 2009, Orr's built a large auction center on Highway 281 south of Jamestown, which is where they hold four large-scale auction sales per year. This alone boosted their business greatly and enabled them to do things they weren't able to do in the past. The large facility and convenient location also gives their business more exposure.

Another thing that makes Orr's auctioneer business unique is their use of Dakota Central's 700 MHz wireless Internet. With that, they are able to offer live online bidding during auction sales. According to Troy Orr, without DCT's Internet they would not have the capability to host the size of the auctions that they do. During an average auction there have been

as many as 300 online bidders, consisting of buyers not only from around the country, but also international buyers from Canada and Mexico. Offering online bidding during auctions expanded their market to virtually anyone in the world, which is a huge advantage to Orr's.

Troy also explained that having Internet access during live auctions helps tremendously with the clerking aspect of the auction, as it is now completely wireless instead of on paper. This moves the auctions along more quickly as bids come in instantaneously, instead of waiting for bids to be hand delivered on paper. Not only does this make Orr's job a whole lot easier, it is much more attractive to buyers when sales run quickly and smoothly.

According to Troy, another way the Internet has helped them expand their business is by utilizing online advertising and marketing. Through that, they have gained more exposure nationally and internationally, which gives them more opportunities to reach potential buyers.

As Orr Auctioneers continues to grow, what defines the business has remained the same; they know how to utilize technology as a tool for success, all while keeping it in the family. DCT is proud to help Orr's run an innovative, honest and successful business. Congratulations to Orr Auctioneers on being named Business of the Year, for it is well deserved!



Letter from the General Manager

Keith A. Larson, CEO/GM

As you are aware, Punxsutawney Phil saw his shadow on Groundhog Day. So, as the legend goes, there will be another six weeks of winter. I don't think that came as a big surprise to any of us living in this area with the extended cold that we have had all winter. I always look forward to Groundhog Day. I am not sure why, as I don't remember the last time old Phil didn't see his shadow!

Although this time of year is cold here, the 2014 legislative activity in Washington, DC, starts to heat up.

I am sure most of you heard about the breach in Target's credit card transaction data base in December. It affected up to 110 million consumers nationwide. National security issues are expected to focus increasingly on cybersecurity. The consequences of data breaches or other harmful intrusions are perceived to be greater than physical intrusions because the event may remain undetected for an extended period until devastating damage accrues.

Congress and the President have been working on efforts to incentivize businesses to adopt a cybersecurity framework. Although the framework is currently drafted as a voluntary set of recommendations and best practices, the NTCA remains active in discussions to ensure the needs of small telecommunications providers are not left behind.

A number of different pieces of legislation have been introduced on this topic. Much of the debate has centered on what the standards will be for various industries, including which industries are known as "critical infrastructure" and whether they truly will be voluntary for industries. For small providers in particular, the expense of implementing certain comprehensive solutions could become an overwhelming burden.

As a greater number and variety of firms and individuals assume an online presence, the possibility of data breaches is of growing concern. It is anticipated that 2014 will be a year of much discussion regarding cybersecurity at all levels of government and industry. Rest assured, we at Dakota Central, will do everything we can to ensure the safety and security of our customers.

On the lighter side, I hope the legend of Phil seeing his shadow does not hold true and we all can enjoy an early spring!

Keith A. Larson



A man with a surprised expression, wide eyes, and an open mouth, giving two thumbs up. He is wearing a black polo shirt. The background is a textured, orange-brown wall.

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Scam Alert: Robo Calls

Recently, many people have been hit with more scam phone calls than ever. These scam calls, also referred to as robocalls, are targeting landline phones as well as mobile phones. Although this is not a new phenomenon, the latest surge in calls is both annoying and frustrating! There appears to be two different scenarios that many people have experienced.

In the first scenario, the call appears to be from a 473 area code, which is the international code for Grenada. The phone usually rings only once or twice, then stops, which causes some people to call the number back, thinking they missed an important call. Those who call the number back are charged for each minute they are on the line and costs can add up to thousands of dollars.

The second scenario involves calls from multiple telephone numbers from different locations from California to Iowa to Florida. Those that answer the call will likely hear the following message: "Hello, this is an automated fax delivery system. If this is not a fax, press 2." Pressing 2 could result in unwanted charges, or other consequences.

Unfortunately, there is no way to stop these calls. However, the Federal Trade Commission has offered the following tips to help cut down on the number of unwanted calls:

Never respond to a robocall. The FTC suggests that you do not answer the calls at all. They also warn not to "press 1" or "press 2." If you respond by pressing any number it will probably just lead to more robocalls, because the company calling will now know that it has reached a working number or a "live" prospect.

Don't give out personal information. If you do receive an unsolicited call from a company you do business with and the person on the other end of the line starts to ask for personal information, tell the caller that you will call them back on their number.

Report these calls. The FTC encourages you to report your experience to them online via the National Do Not Call Registry or by calling 888.382.1222.

Straight from the Helpdesk...

We're Here for You 24/7

We understand that problems don't arise only during certain hours of the day, which is why we want to be there for you whenever you need us. We are pleased to announce that we have extended our Internet Helpdesk hours to 24 hours a day, 7 days a week. Yep, even holidays! So when you are having troubles with your Internet at midnight, give us a call and we can help you out!

Call the DCT Helpdesk at 652.3184 or 952.1000!

Lifeline Program

The Lifeline telephone assistance program has been available for several years to qualifying customers of Dakota Central Telecommunications. Lifeline assistance lowers the cost of basic monthly local telephone service. Eligible consumers will receive \$9.25 per month per Lifeline subscriber.

Who is eligible? Customers who qualify under one of the major economic assistance programs: Temporary Assistance for Needy Families (TANF), Food Stamps, Energy Assistance, Medicaid, Supplemental Security Income (SSI), Federal Public Housing Assistance, National School Lunch (NSL), Supplemental Nutrition Assistance Program (SNAP), Low Income Home Energy Assistance Program (LIHEAP) or income guidelines of 135% of the Federal Poverty Guidelines. The named subscriber to the local telephone service must participate in one of these assistance programs in order for that household to receive Lifeline support. When you qualify for any of the above programs, you must self-certify in our office by completing a Lifeline Assistance Application. Lifeline assistance is available on one communications service only. Therefore, if you receive lifeline credit on your landline telephone, you do not qualify for assistance on your cell phone also.

If you no longer qualify for any one of the economic programs, then you no longer qualify for Lifeline and must contact our office to discontinue this discount. For more information on Lifeline please call our office at **701.652.3184** or **701.952.1000**. For questions on eligibility, call your county social services office.

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Be Appy!

With SmartPhones ruling the world, there is an app for virtually everything. Some are useful... some not so much. Here are some useful apps that won't just take up valuable storage space on your device!



Dropbox

Ever wonder how to manage all of those photos and videos you have on your phone/tablet/computer? Well, there is an app for that! Dropbox lets you access all of your photos, videos, and documents anywhere! It saves all of your files in one place (your Dropbox) and you can access them from any device, even public computers through the Dropbox website. Your files will always be safe and accessible in your Dropbox!



VNL Weather

We hate to break it to you, but the bad weather may not be over yet. Stay in the loop with the latest announcements and warnings with the Valley News Live Weather app. Featuring an interactive weather map and radar, 10 day forecasts with daily and hourly detail, and the ability to save favorite locations. You can always be prepared for whatever weather comes your way!



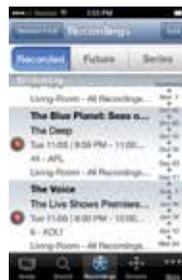
SE Pages.com by Classified Directories

The SE Pages.com app is the mobile form of your Southeast North Dakota Regional Telephone Directory for Jamestown, Valley City and surrounding areas, brought to you by DCT and our sister telephone companies. App features include business search, people search, category browsing, maps and directions.



Fitbit

Don't give up your New Years Resolutions just yet! Stay on the fitness track with the Fitbit app where you are able to manage your activity, set goals, and log your food, weight and workouts. And you can also share your progress with your friends for a little friendly competition!



ManageMyTVs

You now have the power in the palm of your hand! The ManageMyTVs App allows you to set up/edit your series recordings, see "What's Hot" for popular channels and TV shows, or view program guide information right from your mobile devices. Available for Apple and Android devices.

Getting started is as easy as 1-2-3!

For Apple Users:

1. Call us at DCT to authorize your device.
2. Go to your app store and search ManageMyTVs.
3. The URL: is 66.163.159.236
 - Username: your agreement number (ex: 7019521000)
 - Default password is 0000 until you choose to change it.

For Andorid Users:

1. Call us at DCT to authorize your device.
2. Go to your Google Play store and search ManageMyTVs.
3. Enter your Username: your agreement number (ex: 7019521000) and default password (0000).



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Board Nomination Process

Are you interested in being a candidate for Director on the Dakota Central Telecommunications Cooperative board? Following is the nomination process:

A candidate must request an application and petition from the Cooperative by simply contacting one of our offices, then obtain the fifteen signatures of Cooperative members from the same district he or she lives – or fifteen signatures at-large for an at-large position. The completed petition must be submitted to the Cooperative no later than April 1. Cooperative members will be informed of the candidates on their May bill. Director elections will be held at the Annual Meeting of Dakota Central Telecommunications Cooperative on Wednesday, June 4th, 2014.

Cooperative Districts that are up for election are:

Bowdon Exchange – currently served by Gary Heintz.

Those with a 962 prefix are eligible to run for this exchange.

Sykeston Exchange – currently served by Luke Kutz.

Those with a 984 prefix are eligible to run for this exchange.

Woodworth Exchange – currently served by Mitch Schulz.

Those with a 752 prefix are eligible to run for this exchange.

No nominations from the floor of the Annual Meeting will be permitted, except in the event that no candidate has been nominated through the petition process.

To request an application and petition please call Dakota Central at 652.3184 or 952.1000.

Warm Hands/Toy Drive Wrap-up

As there are so many children these days that do not have proper winter gear, we asked you to help us help the children this winter by donating hats and gloves. We received a great response and were able to distribute the donated items to schools and local public health clinics as they were needed. Thank you to everyone who donated! With a little effort we can make a BIG difference!

In the spirit of giving, we also participated in the annual toy drive this Christmas. Thanks to our wonderful employees and some generous customers, we were able to spread the holiday spirit in the form of a small toy. So many children are not able to experience the true joy of Christmas, and it is our goal to change that, one toy at a time! So thank you again to everyone who donated toys for the children this Christmas!

Mark Your Calendar!

63rd Annual Meeting to be held Wednesday, June 4th.

Dakota Central Telecommunications' 63rd Annual Meeting will be held at the Foster County Fairgrounds on Wednesday, June 4th. The business meeting will be held at 4:30 with a meal served from 5:30 p.m. until 7:30 p.m.

Hope to see you on June 4th!

Congratulations to One of Our Own!

We are proud to announce that our Network Technology Coordinator, **John Cunningham**, has recently completed Metro Ethernet Forum's Carrier Ethernet Certified Professional (MEF-CECP) training program. In an ongoing effort to stay up-to-date with the latest in cutting-edge-technology, we make sure our employees have the opportunity to attend any training courses and gain certifications to increase their knowledge base. We strive to keep up with the ever-changing technology industry, and as always, our main goal is to provide the highest quality service possible to you, our customers!



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Do Not Call

The National Do Not Call Registry has been established to address unwelcome telemarketing calls. The registry applies to all telemarketers, with the exception of businesses with whom you have an existing relationship and certain non-profit and political organizations. You can register your telephone numbers (both landline and cell phones) online at www.donotcall.gov or call toll-free, 1-888-382-1222 (TTY 1-866-290-4236), from the number you wish to register. Registration is free.

The DCT Link is published by Dakota Central Telecommunications.

Carrington office: 630 5th Street N Carrington, ND 58421 p: 701.652.3184 f. 701.674.8121	Jamestown office: 604 18th Street SW Jamestown, ND 58401 p: 701.952.1000 f. 701.952.1001	Office hours: 8am-4:30pm M-F To report trouble call your local office and follow prompts.	Internet Help Desk hours: 24 hours a day, 7 days a week
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Win credit on your DCT bill!

Win **\$25 credit** on your DCT bill. Just return this coupon by April 30, 2014, to be eligible for the drawing.

Congratulations to last issue's winner:
Mirt D. Brown, Jamestown.

NAME

PHONE #

